TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2

ETAS ID: TM367153

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Merisant Company		12/23/2015	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Whole Earth Sweetener Company, LLC	
Street Address:	125 South Wacker Drive	
Internal Address:	Suite 3150	
City:	Chicago	
State/Country:	ILLINOIS	
Postal Code:	60606	
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	86820614	NATURE SWEET

CORRESPONDENCE DATA

Fax Number: 3124276663

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: (312) 427-1300 Email: chiustm@ladas.net Ladas & Parry LLP **Correspondent Name:**

Address Line 1: 224 South Michigan Avenue

Address Line 2: **Suite 1600**

Address Line 4: Chicago, ILLINOIS 60604

ATTORNEY DOCKET NUMBER:	NATURE SWEET/CHRIS
NAME OF SUBMITTER:	KEVIN A. THOMPSON
SIGNATURE:	/KEVIN A. THOMPSON/
DATE SIGNED:	12/28/2015

Total Attachments: 2

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> **TRADEMARK** REEL: 005696 FRAME: 0899

DEED OF TRADEMARK ASSIGNMENT

WHEREAS, MERISANT COMPANY, a Delaware Corporation, with its principal place of business at 125 South Wacker Drive, Suite 3150, Chicago, Illinois 60606, United States of America, ("Assignor");

WHEREAS, the Assignor is the owner of record of the following federal Application for the Mark on the Principal Register of the United States Patent and Trademark Office, as identified therein:

Trademark NATURE SWEET Application No. 86820614

Application Date November 15, 2015

WHEREAS, WHOLE EARTH SWEETENER COMPANY, LLC, a Delaware Limited Liability Company, with its principal place of business at 125 South Wacker Drive, Suite 3150, Chicago, Illinois 60606, United States of America, ("Assignee"), desires to acquire the Mark and the above-referenced Application;

NOW, THEREFORE, for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the entire right, title and interest in perpetuity in and to the Mark, including any common law rights and other rights of use, together with the goodwill of the business symbolized by the Mark, and the eventual registration thereof, the same to be held and enjoyed by the Assignee, its successors and assigns to the same extent that such would have been held and enjoyed by Assignor absent this Assignment. Assignor hereby covenants and agrees to provide any further necessary and appropriate documentation and do all further acts reasonably requested by Assignee in this regard to confirm and perfect title in and to the Mark in Assignee, its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be executed by the signatures of its authorized representative as set forth below.

MERISANT COMPANY

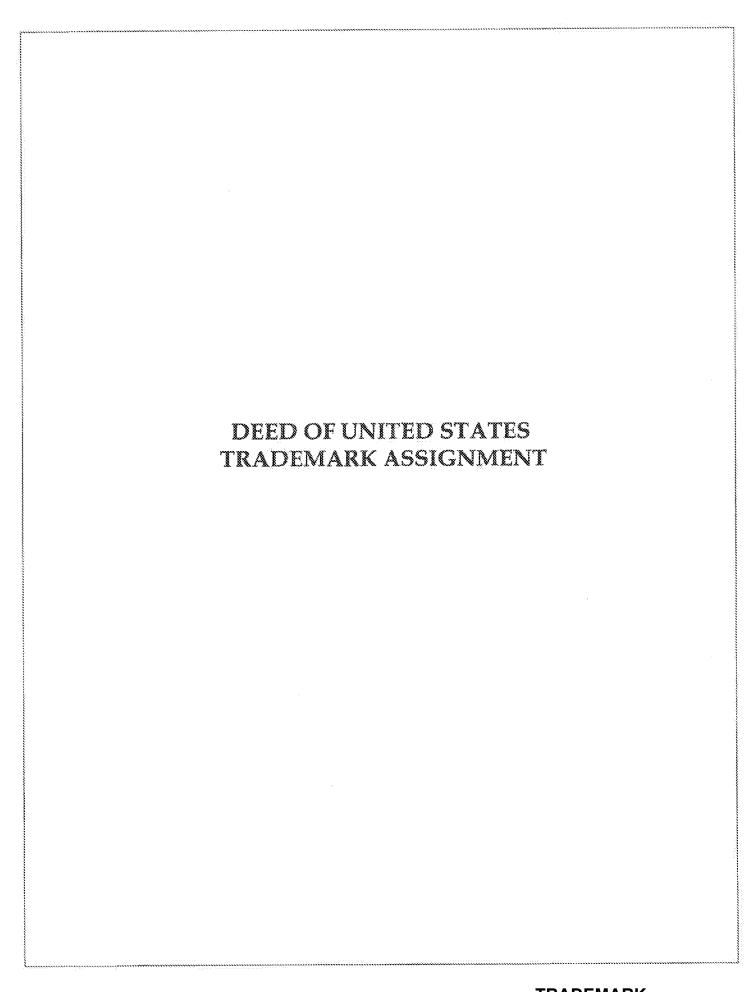
By: // Oly / Acknowledgment

The undersigned hereby certifies that that the above signer personally appeared before me, and being duly sworn, acknowledged signature of this Trademark Assignment and Agreement with the authorization of, and on behalf of, Merisant Company, (Assignor).

My Commission Expires: 3/24/2017

Hotary Public

"OFFICIAL SEAL" Jeffrey M Hoster Notary Public, State of Illinois My Commission Expires 5/24/2017



RECORDED: 12/28/2015

TRADEMARK REEL: 005696 FRAME: 0901